

# **Media as the Major Factor of the Economic Development in the Era of Globalization**

**Sarah Anabarja**

*Lecturer at International Relations Department  
Faculty of Political and Social Science UPN "Veteran" East Java*

*e-mail:sarah.anb86@gmail.com*

## **ABSTRACT**

*The production and distribution of digital content over electronic communications networks to a wide range of digital devices is experiencing exponential growth. This global media phenomenon has significant ramifications for development but there is insufficient understanding about the dynamics of the process, and uncertainty about many outcomes. Many factors attempted to determine the process of economic development. Political and economical factors are two factors paying the major influence. While not denying the potential importance of these aforementioned factors, this paper contend that the role of media in developing institutions that facilitate economic progress has only recently begun to receive the attention it deserves. Emphasize to the role of media to the development process this paper is discuss the importance of media in overcoming public choice. It is also important to look up for every aspects of media that can influence the government to make their policy and its impact on government transparency and accountability.*

**Keywords:** *Media, economic development, public choice, government policy.*

*Produksi dan distribusi konten digital melalui jaringan komunikasi elektronik untuk berbagai perangkat digital mengalami pertumbuhan eksponensial. Fenomena media global ini memiliki konsekuensi signifikan bagi pembangunan, tetapi terdapat pemahaman yang tidak cukup tentang dinamika proses, dan ketidakpastian tentang banyak hasil. Banyak faktor dalam menentukan proses pembangunan ekonomi. Faktor politik dan ekonomi adalah dua faktor yang berpengaruh besar. Meskipun tidak menyangkal pentingnya potensi faktor-faktor tersebut, makalah ini berpendapat bahwa peran media dalam lembaga yang memfasilitasi kemajuan ekonomi berkembang, hanya baru-baru ini mulai menerima perhatian yang layak. Menekankan kepada peran media untuk proses pengembangan, makalah ini membahas pentingnya media dalam mengatasi pilihan publik. Penting untuk mencari setiap aspek media yang dapat mempengaruhi pemerintah untuk membuat kebijakan dan dampaknya terhadap transparansi pemerintah dan akuntabilitas.*

**Kata-KataKunci:** *Media, pembangunan ekonomi, pilihan publik, kebijakan pemerintah.*

Some of the people who have been concerned about development issues have been interested in the media. They have tried to find ways in which communication, and particularly the mass media of newspapers, radio and television, can be used to help countries develop and thus to reduce the number of poverty trough the economic development. Most recently, there has been enormous interest in the potential of the internet to aid in development. Many of those who have tried to use the media for

development such as activists, journalists and broadcasters, development workers and politicians. And also some have had a more theoretical role proven by there have been thousands of books and articles dedicated to understand what role the media might play in development, and to finding ways in which it might play such a role more effectively.

In the last decade, writers about the international role of communication have tended to be influenced by theories of globalization. And have more or less consciously believed that the solution to poverty lay not in human agency but in the working of the market. For many of them, the only project is that which leads to the opening of markets and the freeing of trade. Just as the World Bank, the IMF and the governments of the developed world came to agree on the 'Washington Consensus' that attempts at protection and the defence of local industries are obstacles to development, so there are those in the field of communication who hold similar views of the mass media.

The media can be considered a combination of content such as; music, films, TV, radio, publishing, advertisements, and electronic games which get along with associated technological devices (Locksley 2008). Over time what constitutes as "the media" has both expanded and proliferated. This is because the media have been closely related with technological changes which bring consequences on its content, platforms, and devices on a long virtuous circle. Michael O'Shaughnessy and Jane Stadler wrote in their book that media include a whole host of modern communication systems. They include cinema, television, newspapers, magazines, advertisements, radio, and other interactive multimedia. Furthermore, they also mention video games, computers, mobile phones, pagers, texters, and internet (O'Shaughnessy & Jane Stadler 1999, 3). However, defining media is not easy because the media are constantly changing with the development of technologies. These developments have provided various opportunities and new business models.

### **Media and Its Intellectual History on Development Issues.**

The intellectual history of this field is conventionally divided into three, and sometimes four, distinct phases (Boyd-Barrett 1977, 16-20). The **first** concerns were with the effect of international propaganda, particularly in the context of the great wars of the twentieth century. Immediately after the Second World War, some of the people who had worked on propaganda issues began to think about the media and development. They believed that the mass media had a crucial role to play in fostering modern attitudes and beliefs, which were thought to be the primary conditions for any significant social changes. This was the period during which what came to be called the '**dominant paradigm**' of development communication was elaborated.

It was followed by a much more critical phase, in which two distinct emphasis are discernable in the literature. On the other hand, attention was focused upon the structures of international communication, which were held to be at least partly responsible for the continued subordination of developing countries to the interests of the metropolitan powers. Media and cultural imperialism were the central theoretical concerns of what we may term the 'imperialism paradigm'. The other line of thought saw the key weakness of the dominant paradigm as residing in its top-down approach. It started from a belief that the experts know what is best for everyone else, and designed communication programmes to transmit the fruits of that expertise to the people who were to 'be developed'. The alternative was to find ways of allowing the objects of development to become its subjects, and to use the media to give them a

voice of their own. This stress upon the needs of the communities in question in discussion of development we may term the **'participatory paradigm'**.

In contrast of these approaches, the recent writing has stressed the extent of the global flow of media content. It also seen in the variety of interpretations open to audiences evidence that the mass media could not possibly have the kinds of direct influence ascribed to them by earlier approaches. On the contrary, the products of the world's media industries often had a liberating effect. Some of them also able to break down the habits and routines of obsolete social orders and promoting change and development. This domestication of the interests of grand social theory to the concerns of the media hafez term the **'globalization paradigm'**. He also add most recently there have been some small signs of the emergence of a generation of writers who are advancing what may become another new paradigm, although this is as yet so underdeveloped that it is difficult to give it the same kind title as its predecessors (Hafez 2007).

As one proponent of development communication later wrote that if a nation was able to build a foundation of economic sufficiency it could be the means to reduce the perils of a Communist revolution (Chu 1994, 35). Development as a corpus of theories about communication and society arose directly out of these Cold War imperatives (Leys 1996, 5-6). Within that general concern to provide a 'non-communist manifesto', as Rostow subtitled his famous book on economic growth, the dominant paradigm of development communication occupied a central place (Sparks 2007, 11).

At this time being started, the new thinking was clearly needed in the field of development as much as anywhere else. The old recipes appeared to have failed. They had not brought much in the way of development, and what there was had ended up solidifying the power of the elites rather than helping the poor out of poverty. It was clear that the problem of development could not be explained entirely by the backwardness of the population. It seemed to be rooted either in the social structure of developing countries, or in the relationship between developing countries and the metropolitan centres, or perhaps in some combination of the two factors (Sparks 2007, 11).

### **The Role of Media in Enhancing the Opportunities to Everyone and Everything**

There are many kinds of asects that the media can provide opportunities to everyone especially related with globalization and development process. One of its leading arguments wrote that Development is a type of social change in which new ideas are introduced into a social system in order to produce higher per capita incomes and levels of living through more modern production methods and improved social organization (Rogers 1969, 9). In the field of media and communication the central intellectual force in developing the dominant paradigm as a theoretical system was Daniel Lerner, particularly through his major book *The Passing of Traditional Society* in 1958. Lerner's phrase, a 'mobility multiplier' could transmit some of the central aspects of modern type of power to spread information and also raising empathy (Lerner 1958, 52). It's ability to imagine different ways of living, extremely efficiently. As he put it later, 'The multiplicative property of communication lies in its power to raise and spread empathy among its audiences' (Lerner 1967, 104-125). They had this potential because they were a major mechanism by which other life situations could be represented. People could read, could hear and perhaps see, that things were done

differently elsewhere. Thus the possibilities of them developing empathic personalities were enhanced as he wrote that the media could teach people participation by depicting for them new and strange situations, familiarizing them with a range of opinions among which they can choose. He noted that “empathy” is the basic communication skill required of modern society (Lerner 1958, 412).

Moreover, the mass media offered a much less costly way of propagating new ideas in remote regions. It's the cheaper way to spread ideas rather than through the recruitment and training of large numbers of people who would go into the field and act as teachers or public communicator worker to change people's minds through face-to-face contact. The scale of the audience that mass media could produce meant that they could reach into the minds of vast numbers of people at the same time and for vastly less cost. Radio, in particular, was relatively cheap and had a very large potential audience (Schramm 1977, 106-139). The recent addition of Internet access to many community broadcasting facilities is transforming their relevance and attractiveness as global knowledge banks become available to local communities (Dragon 2001).

By the time goes on, while the media process become massive and coloring the globalization and development issue, the technologies which follow them is also walking in line. The technologies of production and distribution were relatively affordable and the medium could be grasped even by those without any formal education. The vast using of internet for example, increase people awareness on particular issue and also adding their knowledge. So it has been the power and cost-efficiency of internet that the emphasis upon the centrality of literacy in making the modern personality more or less disappears from the later literature. A later study, claimed the characteristics of modernity could indeed be found empirically amongst the population of developing countries (Inkeles 1974, 290). It was through the mass media that the people in villages and impoverished cities everywhere have discovered a land of their heart's desire and have come to know that there is a different way of life.

### **The Impact of Media on Economic Development**

The prove that the media could provide significant impact on economic development is that the media have its plurality and transparency as a full-spectrum overarching impact on the development process and individual development initiatives. As the World Bank noted that the Good governance is vital for economic development, and the development dividend that it generates is considerable (World Bank 2008). A participatory or two-way media environment process and a range of media providers across content subjects enables yet increased access to information and wider diffusion of knowledge within a country. Plural media support the decision maker information so that is able to increase accountability, responsiveness and contribute to anti-corruption efforts (World Bank 2007b). They provide a critical 'return path' that is, 'voice' and commentary on events and outcomes whereby the governed people respond to the governors. This path is critical in the sense of the system. The system would not work in its absence, and that the response may be critical of the actions of the governors.

The key components of the plurality and transparency influences are that they facilitate informed debate, help correct the natural fair of information (World Bank 2002). Transparency also serves as a watchdog and advocate when the media educates and informs. As a consequence they promote good governance in both business and government, and improve the functioning of markets (political and economic) with a consequent and measurable development impact (UNESCO 2005b). Good governance

promotes the rule of law and inclusive, fair, participatory political systems. The plurality and transparency is significant, because these conditions provoke responsiveness and accountability on how governments perform and deliver services. Such features would also be expected of businesses in well-functioning markets for example regarding environmental protection and product safety.

The plurality and transparency influence is not entirely top-down. Rather, a fully functioning media should facilitate a two-way process with a bottom-up return path. The media has tended to give the microphone to the politicians, the company chief executives, and the nongovernmental organizations (NGOs). Even though it has not done enough to take the microphone to the slum areas so the people can tell us how they are coping with poverty (Panos 2007a). It is very important to place the media's 'microphone' in these areas (slums). Placing 'microphones' in slums provides a bottom-up return path by making poverty the story. In fact, bottom-up, lateral, participatory, and community-led projects are often more successful at the behavioral level when community broadcasting is used. This is because of their high proportion of local content in local languages, reflecting local culture.

The recent phenomenon of Internet access to many community facilities is transforming attractiveness as global knowledge banks become available to local communities (Dragon 2001). The evidence supports the view that the media have made a significant contribution to the development process at the behavioral level, where its storyline also overlaps with the plurality and transparency storyline to encourage behavioral change at the top. At the same time, there is a significant potential for negative impacts. In Indonesia for example, recently the open wide access to the information through the internet had made people from every layer of society know about political issues, economic issues. And it is not rare that if their awareness on those issues also influence their decision on their business or their political choice. It can be counted as a positive impact if with this openness could reduce the slowness of the development process. But on the other hand, this openness could also be a fragile condition in the process of development agenda if this condition becomes a long term of uncertainty in the country. It is because the people can make or even change their decision very sudden after they get some information about many issues related to their business.

The flourish of using the wide media pattern has also accommodated to the power of the new global marketplace and seek to integrate more closely into international trade. For the Washington Consensus, 'the role of government is to provide room for entrepreneurs to invest in agriculture, industry, and services. That allows private firms operating in competitive markets to be the engine of growth and job creation, providing opportunities'.

In this paper finally media can propose numerous concrete and practical steps that can be taken immediately. These steps are important to help establish and develop strong, independent and free media world-wide. This kind of media surely can play a vital role in spreading knowledge, helping to tackle the ills that plague so many nations and societies, and contributing to economic development. Some of those practical roles of media to take part on economic development are; (1) Skills and information transfer, both journalistically and managerial, (2) Establishment of professional organizations to defend and promote the common interests of the press industry, (3) Capital investment and material aid, (4) Access to information.

First practical role is the clearest opportunities relate to training: seminars in business/economic reporting. This can make journalists writing more knowledgeable about the development as well as the wider context of economic issues. Specialized programs can give business journalists a deeper understanding of how international development works and lay out the specifics of the development process. Training programs can also provide techniques for monitoring governance and working with other sectors of society. Furthermore, the development process to experienced journalists will sharpen the management skills of newspaper executives, and to provide pointers for attracting domestic and well as international investment. Second, establishment of professional organizations to defend and promote the common interests of the press industry. This kind of organization can force its member associations to create and sustain associations in developing and transitional countries. These organizations are unique in that they bring together competitive businesses to fight for the common good. Their issues are not only to defend and promote press freedom, but the daily issues that affect media everywhere such as; tax rates, newsprint supplies and prices, advertising regulations and more. By themselves, these might not seem important or essential but they all have a profound impact on the economic vitality of media outlets.

Third, capital investment and material aid. This may involved developing new channels for obtaining newsprint and other supplies, or building new regional press facilities, or facilitating new telecommunication and other electronic channels. Care must be taken both to ensure equal access to technology and to ensure that the technologies provided are appropriate to the social and economic setting. For example, rapidly growing urban environment, computerization could be an important part of the development equation. Fourth is access to information to perform its role effectively as both an disseminator of information and as a watchdog for corruption. The media must have access to documents. Not only documents, but the people behind them such as; personnel in government and in the private sector, multilateral and bilateral organizations as well as the key players in civil society. This channel will be useful for the media to become one of the most prominent actor for transparency in order to support positive economic development.

## **Conclusion**

The aim of development communication was to assist in changing the situation of the increasing productivity of their labour and the size of the national economies in order that these citizens of developing countries could enjoy a better life. Countries would be helped to shift from subsistence agriculture based on obsolete technologies to up-to-date scientific agriculture directed at the production of marketable products.

The media is a key for achieving a succesful policy mix that can promotes economic development. The development process actually is the result of good policies and are characterized by a situation of the beaureaucracy and it's agents. Economic development is achieved when potential issue turned into a good or positive decision which can coordinate to the agents of developments. And the free and openness media is one such means for achieving this. The strategies chosen in this coordination scenario depends critically on the agents belief and its society amongst.

There is now a convincing body of evidence that demonstrates that a free media and press is a central condition for the development and maintenance of transparent and honest government and durable economic growth. The establishment of a strong, free

and independent press sector is a necessary precondition to all real and durable progress in economic, social and political development and stability.

## Bibliography

### Books

Boyd-Barrett, O. 1977. 'Media imperialism; towards an international framework for the analysis of media systems', in J. Curran, M. Gurevitch and J. Woollacott, eds, *Mass Communication and Society*. London: Edward Arnold.

Chu, G. 1994. 'Communication and development: some emerging theoretical perspectives' in A. Moemeka, ed., *Communicating for Development: A New Pan-Disciplinary Perspective*. Albany, NY: SUNY Press.

Colin Sparks. 2007. *Development Globalization and the Mass Media*, Bangalore.

Dragon, A. 2001. *Making Waves: Stories of Participatory Communication for Social Change*. New York: Rockefeller Foundation.

Hafez, K. 2007. *The myth of media globalization*. Cambridge: Polity.

Inkeles, A. and D. Smith. 1974. *Becoming Modern: Individual Change in Six Developing Countries*. London: Heinemann.

Lerner, D. 1958. *The Passing of Traditional Society*. Glencoe, Il.: The Free Press.

Lerner, D. 1967. 'International cooperation and communication in national development' in D. Lerner and W. Leys, C. 1996. *The Rise and Fall of Development Theory*. London: Currey.

Locksley, Gareth. *The Media and Development in World Bank Working Paper no.158*, December 2008. Washington D.C.

Michael O'Shaughnessy and Jane Stadler, *Media and Society an Introduction* third edition, Melbourne 1999.

Panos. 2007a. *Making Poverty the Story: Time to involve the media in poverty reduction*. London.  
[http://www.panos.org.uk/PDF/reports/making\\_poverty\\_the\\_story.pdf](http://www.panos.org.uk/PDF/reports/making_poverty_the_story.pdf).

Rogers, E. 1969. *Modernization among Peasants: The Impact of Communication*, with L. Svenning. New York: Holt, Rinehart and Winston.

Schramm, eds, *Communication and Change in the Developing Countries*. Honolulu, Hawaii: East-West Center Press.

Schramm, W. 1977. *Big Media, Little Media: Tools and Technologies for Instruction*. London: Sage.

UNESCO. 2005. *International Flow of Selected Cultural Goods and Services, 1994–2003*. Montreal.

World Bank. 2002. *Right to Tell*. Washington, D.C.

World Bank. 2007. *Implementation Plan For Strengthening World Bank Group Engagement on Governance and Anticorruption*. Washington DC.

World Bank. 2008. *World Development indicators*. Washington D.C.